This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently Amended)A ~~computer-implemented~~ method _in a server_ for selecting awards to be offered to patrons of ~~an~~ _a gaming_ establishment, the method comprising:

providing a floor diagram of a gaming establishment including a relative position and an arrangement of gaming devices and gaming tables within the gaming establishment;

maintaining a patron database storing patron information relating to a plurality of patrons and historical transaction information involving said patrons;

~~monitoring~~ _receiving_ substantially current transaction activity _in the gaming establishment_ of at least a first patron of said plurality of patrons;

displaying a first interface on a display device coupled to the server, said first interface comprising a visual indicator of a location of said first patron rendered on the floor diagram of said gaming establishment;

assigning a profile to said first patron based at least upon portions of said historical transaction information pertinent to said first patron and said current transaction activity;

matching two or more awards to said profile;

based upon at least the historical transaction information involving said patrons including the first patron and the current transaction activity of at least the first patron, sorting the two or more awards according to a likelihood of the first patron accepting each award; and

~~outputting~~ _displaying a second interface on the display device_, based upon said sorting, _information regarding_ at least one recommendation of an award to offer to the first patron _wherein access to said first interface and said second interface is limited to operators of said gaming establishment._

2. (Original)The method of claim 1 further including

defining a plurality of profiles associated with a corresponding plurality of profile valuations, said assigning further including selecting said profile from said plurality of profiles.

3. (Previously Presented)The method of claim 1 further including

defining a plurality of awards, said matching further including selecting a first award from said plurality of awards based upon a profile valuation of said profile and a value of said first award.

4. (Previously Presented)The method of claim 1 wherein said profile is characterized by a profile valuation, said two or more awards being valued at less than or equivalent to said profile valuation.

5. (Previously Presented)The method of claim 1 wherein said matching or said sorting includes considering award preferences of said first patron.

6. (Original)The method of claim 5 wherein said matching further includes considering current conditions.

7. (Original)The method of claim 5 wherein said award preferences are based at least in part upon reaction of said first patron to other awards previously offered to said first patron.

8. (Original)The method of claim 1 wherein said monitoring further includes:

regularly evaluating substantially real-time transaction activity of each of said plurality of patrons; and

assigning a patron profile to each of said plurality of patrons based upon a respective portions of said historical transaction information and said substantially real-time transaction activity.

9. (Original)The method of claim 8 further including matching one or more awards to each said patron profile.

10.-20 (Cancelled).

21. A computer-implemented patron award system for <u>a gaming establishment</u> comprising:

a patron database in which is maintained patron information relating to a plurality of patrons and historical transaction information involving said patrons;

a current activity database for storing substantially current transaction activity information for said plurality of patrons;

a display device;

a server unit operatively connected to said patron database and said current activity database, said central server including a processor and a memory associated with said processor wherein said memory further includes:

data for generating a floor diagram of the gaming establishment including a relative position and an arrangement of gaming devices and gaming tables within the gaming establishment;

a profile assignment module executable by said processor, said profile assignment module being disposed to regularly assign profiles to said plurality of patrons;

an award matching module executable by said processor, said award matching module operating to match awards to ones of said profiles

logic executed by the processor designed or configured to, based upon at least the historical transaction information related to the plurality of patrons and said substantially current transaction activity of said plurality of patrons, 1) sort the matched awards according to a likelihood of ~~ones~~ a first patron of said plurality of patrons assigned to said ones of said profiles accepting the matched awards; 2) display a first interface on the display device, said first interface comprising a visual indicator of a location of said first patron rendered on the floor diagram of said gaming establishment; and ~~2)~~ 3) ~~output~~ to display a second interface to the display device, said second interface comprising, based upon results of said sort, information indicating at least one recommendation of a first award from the matched awards to offer to ~~ones~~ said first patron of said plurality of patrons assigned to said ones of said profiles wherein access to said first interface and said second interface is limited to operators of said gaming establishment.

22. (Original)The award system of claim 21 wherein said memory further includes a profile builder capable of being executed by said processor to define a set of profiles associated with corresponding profile valuations.

23. (Original)The award system of claim 22 wherein said profile assignment module is further disposed to select said profiles from said set of profiles.

24. (Original)The award system of claim 21 further including an awards database in which are defined a plurality of awards, said award matching module being further operative to select said awards from said plurality of awards.

25. (Original)The award system of claim 24 wherein a first of said awards matched to a first of said profiles is characterized by an award valuation less than a profile valuation associated with said first of said profiles.

26. (New) The award system of claim 24 wherein the display device is a hand-held device.

27. (New) The award system of claim 24 wherein said logic is further designed or configured to generate a script containing information that describes how to deliver said first award to said first patron and wherein said service is further configured to output said script to the display device.

28. (New) The method of claim 1 wherein the display device is a hand-held device.

29. (New) The method of claim 1 further comprising generating a script containing information that describes how to deliver said award to said first patron and outputting said script to the display device.